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NEWS RELEASE

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OHS Presents First Corporate Outreach Awards

Dover – On Friday September 12, 2008, the Delaware Office of Highway Safety (OHS) presented the first ever Corporate Outreach Awards to three businesses and one individual within the community for outstanding highway safety programming efforts. The awards were presented during the first annual Corporate Partners Meeting held in the Department of Safety and Homeland Security conference room.

OHS's Corporate Outreach Program began two years ago as a new way to reach the public in the place where they spend most of their waking hours – at work. The goal is for employers to share traffic safety messages with their employees because on and off the job crashes, and any resulting injuries, can have a significant impact on an agencies' productivity.

"We are extremely pleased to partner with Delaware's corporate community and are extremely grateful for the work they have done to educate their employees on the benefits of safe driving," said Andrea Summers, Community Relations Officer for the Office of Highway Safety.

The following individuals and organizations received awards at Friday's meeting:

- Outstanding Outreach Award: to Margaret Reyes, Governors Advisory Council on Hispanic Affairs (GACHA). This award is given to an individual or agency that has assisted OHS in outreach to a specific segment of the population. Ms. Reyes assists OHS in translating materials into Spanish for statewide distribution to Spanish speaking individuals, proofs other translations for OHS, and assists in the distribution of highway safety materials to members of the Latino community.
- OHS – HERO Award: to Dover Downs Hotel and Casino. Given to a business that has shown leadership in implementing the HERO Campaign for Designated Drivers. Dover

Downs Hotel and Casino implemented the HERO Campaign at its facility in 2006. When Delaware became the second HERO state in the nation in August 2007, OHS used the Dover Downs model to develop a plan for bars and restaurants in the rest of the state to follow. Dover Downs Hotel and Casino provides free sodas and coffee to identified designated drivers and has educated its management at all levels as well as its servers about the HERO Campaign for Designated Drivers.

- Outstanding Program Award: to Perdue Farms, Inc Milford Plant. Given to a business that has shown excellence implementing a specific program. Perdue Farms in Milford conducted a month long *Click It or Ticket* program to run in conjunction with the statewide enforcement and awareness campaign. Perdue Farms staff conducted awareness checkpoints pre and post campaign, conducted lunchtime awareness tables and written behavioral surveys, created a newsletter article for employees, and displayed OHS *Click It or Ticket* posters and table tents throughout the plant. Pre campaign surveys revealed low seat belt use by passengers of approximately 47%. As a result of its efforts in May, passenger seat belt use rose to approximately 87% and overall seat belt use (including drivers) to 92%.
- Outstanding Partner Award: to Wilmington Trust Company. Given to a business that has partnered with OHS on a year round campaign encompassing a variety of program areas to benefit the greatest number of employees. Wilmington Trust through its Safety Committee has consistently shared highway safety messages with its employees on a variety of topics. Examples of its activities include: conducting Lunch and Learn presentations on Holiday DUI efforts and Summer Traffic Safety issues, providing OHS materials on each of its campaigns to over 40 branches statewide, and conducting daily activities as part of the 2007 Drive Safely to Work Week.

To learn more about OHS's Corporate Outreach Program please contact Trish Bachman, Corporate Outreach Coordinator for OHS, or visit the Corporate Outreach Program page on our website at www.ohs.delaware.gov/information/Corp.shtml .